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For: Web-Based Survey Method for Measuring Customer Service Response

1. A web-based survey method for measuring customer service response, comprising:
- creating and storing a plurality of questions to be sent to customer service web sites;
  - grouping the questions into one or more groups;
  - storing service web site destination identifying information;
  - defining the parameters of a service survey, including at least the questions for the survey and the service web site destination identifying information;
  - responsive to at least one parameter of the defined survey, automatically transmitting one or more questions from the survey to one or more service web site destinations from the survey;
  - storing emailed responses received from the destination service web sites; and
  - automatically extracting and storing data from the stored emailed responses.
2. The web-based survey method of claim 1, wherein there are a plurality of groups of questions.
3. The web-based survey method of claim 1, wherein the service web site destination identifying information comprises email addresses.

4. The web-based survey method of claim 1, wherein the service web site destination identifying information comprises the address of a web-based form.
5. The web-based survey method of claim 1, wherein defining service survey parameters further includes defining the survey start time.
6. The web-based survey method of claim 5, wherein defining service survey parameters further includes defining the survey end time.
7. The web-based survey method of claim 6, wherein defining service survey parameters further includes the survey frequency between the start time and end time.
8. The web-based survey method of claim 1, wherein defining service survey parameters further includes selecting a question group.
9. The web-based survey method of claim 1, further comprising creating and storing one or more dummy user profiles.
10. The web-based survey method of claim 9, wherein defining service survey parameters further includes selecting at least one dummy user profile for the survey.
11. The web-based survey method of claim 1, further comprising storing user actions involved in completing a web-based form.

12. The web-based survey method of claim 11, wherein automatically transmitting comprises using the stored user actions to place appropriate information in different fields of a web-based form.

13. The web-based survey method of claim 1, wherein automatically extracting includes resolving information from both the header and body of the emailed responses received.

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14. A web-based survey method for measuring customer service response, comprising:

creating and storing a plurality of questions to be sent to customer service web sites;

grouping the questions into a plurality of groups;

creating and storing one or more dummy user profiles;

storing service web site destination identifying information including email addresses;

defining the parameters of a service survey, including at least selecting a question group for the survey, selecting the service web site destination email addresses, and selecting at least one dummy user profile for the survey;

responsive to at least one parameter of the defined survey, automatically transmitting one or more questions from the survey to one or more service web site destination from the survey;

storing emailed responses received from the destinations service web sites;

and

automatically extracting and storing data from the stored emailed responses.

15. A web-based survey method for measuring customer service response, comprising:

creating and storing a plurality of questions to be sent to customer service web sites;

grouping the questions into a plurality of groups of questions;

storing service web site destination identifying information, wherein the service web site destination identifying information comprises at least the address of a web-based form;

storing user actions involved in completing a web-based form;

defining the parameters of a service survey, including at least the questions for the survey and the service web site destination identifying information;

responsive to at least one parameter of the defined survey, automatically using the stored user actions to place appropriate information in different fields of a web-based form, including transmitting one or more questions from the survey;

storing emailed responses received from the destinations service web sites;

and

automatically extracting and storing data from the stored emailed responses.